

Message Text

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PAGE 01 QUITO 06459 091828Z

67

ACTION CU-04

INFO OCT-01 ARA-10 ISO-00 /015 W
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R 091717Z SEP 76
FM AMEMBASSY QUITO
TO SECSTATE WASHDC 1475
INFO USIA WASHDC
AMCONSUL GUAYAQUIL

UNCLAS QUITO 6459

E.O. 11652: N/A

TAGS: OEXC, EC

SUBJECT: EVALUATION OF AMSPEC RENE GONZALEZ

1. RENE F. GONZALEZ, KENS-TV SAN ANTONIO, TEXAS. AMSPEC, ICS/DS. "ROLE OF MASS MEDIA IN SOCIETY." WS-08 (PROJECT FULFILLED).

2. QP - VG, ED - VG, AR - E, RO - E, SPANISH-VG.

3. IN QUITO GONZALEZ GAVE 90-MINUTE PRESENTATION AT EMBASSY FOR 37 REPRESENTATIVES FROM TWO TV CHANNELS, RANGING FROM TOP NEWS DIRECTORS TO ASSISTANT CAMERAMEN. SOME MATERIAL TOO BASIC, PRESENTATION SLOW UNTIL VISUAL AIDS (VTR CASSETTES OF ACTUAL NEWS PRODUCTION) STIMULATED AUDIENCE. DIFFERENCES IN ECUADOREAN AND U.S. NEWS PRODUCTION WERE SHOWN GRAPHICALLY, AND AUDIENCE COMMENTS INDICATED NEW PERCEPTION OF THESE DIFFERENCES. ROLE OF TELEVISION IN SOCIETY CAME THROUGH IN PARTICULARLY MEANINGFUL SENSE THROUGH SEGMENT ON BREAST CANCER. WHILE SOME AUDIENCE COMMENT AFTERWARD INDICATED NOTHING NEW INCLUDED IN PRESENTATION, RESPONSE DURING PRESENTATION MADE IT CLEAR GONZALEZ LECTURE USEFUL IN CARRYING OUT OBJECTIVE.

4. IN GUAYAQUIL GONZALEZ LUNCED WITH TELEVISTAZO STAFF FOLLOWED BY DISCUSSION AND VIEWING OF VTR'S OF NEWS PROGRAMS. WAS FIRST TIME ENTIRE STAFF, FROM DIRECTOR
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TO CAMERA OPERATORS, HAD ALL MET TOGETHER. STATION

MANAGER LOUIS HANNA SAID VISIT WAS "WORTH A MILLION SUCRES"
TO THEM. DISCUSSION WAS ANIMATED AND ENTHUSIASTIC, WITH
STAFF ANXIOUS TO TRY OUT TECHNIQUES LEARNED. MONDAY'S
TELEVISTAZO ALREADY SHOWED CHANGES IN EDITING AND CAMERA
WORK STYLE. AMSPEC'S GRACIOUSNESS, KNOWLEDGE OF FIELD
AND ABILITY TO COMMUNICATE MADE FOR OUTSTANDING PRESENTATION.
BLOOMFIELD

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NNN

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Margaret P. Grafeld
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